WE CLAIM:

1. A method of facilitating delivery of advertising to users of mobile computing platforms comprising the steps of:

defining advertising zones within a geographic region; and

in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising zones the road segment represented by the data entity is located.

2. The method of Claim 1 further comprising:

defining a hierarchy of said advertising zones, wherein said hierarchy of advertising zones includes at least a first layer and a second layer, and further wherein at least some of the advertising zones in said first layer overlap some of the advertising zones in said second layer.

3. The method of Claim 2 further comprising:

defining an index that references each of the advertising zones in the first layer that overlap each of the advertising zones in the second layer.

4. The method of Claim 1 further comprising:

associating advertising messages with at least some of said advertising zones.

5. The method of Claim 4 further comprising:

storing said advertising messages in an advertising database.

6. The method of Claim 1 wherein said advertising zones are formed dynamically.

7. A method of facilitating delivery of advertising to users of geographic data comprising the steps of:

defining a hierarchy of advertising areas located within a geographic region, wherein said hierarchy of advertising areas include at least a first layer and a second layer, wherein said first layer and said second layer overlap; and

in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising areas the road segment represented by the data entity is located.

8. The method of Claim 7 further comprising:

defining an index that references the advertising zones in the first layer that overlap the advertising zones in the second layer.

9. The method of Claim 7 wherein said advertising zones are based on accessibility.

10. The method of Claim 7 wherein said advertising zones are based driving distances from defined locations.

11. The method of Claim 7 wherein said advertising zones are based driving times from defined locations.

12. The method of Claim 7 wherein said advertising zones are formed dynamically.

13. A geographic database stored on a computer-readable medium comprising:

road segment data that represent road segments located in a geographic region; and

advertising zone data associated with said road segment data, wherein said advertising zone data indicate which of a plurality of advertising zones into which the geographic region is divided road segments represented said road segment data are located in.

14. The invention of Claim 13 wherein said geographic database further comprises:

an index that references advertising zones that encompass other advertising zones.

15. The invention of Claim 13 wherein said geographic database is installed in a standalone navigation system.

16. The invention of Claim 13 wherein said geographic database is installed on a navigation services server from which end users' computing platforms obtain geographically-related services.

17. The invention of Claim 13 wherein said advertising zone data includes an indication of which of a plurality of layers of advertising zones, a particular advertising zone is located in.

18. A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

determining in which of a plurality of advertising zones into which the geographic region is divided the user is located; and

providing the user with an advertising message associated with said advertising zone.

19. The method of Claim 18 wherein said advertising messages are provided over a wireless communications link to the mobile computing platform from a navigation services server.

20. A method of providing advertising to users of mobile computing platforms that are moved through a geographic region comprising:

defining advertising areas within the geographic region;

associating advertising messages with said advertising areas;

with respect to each of said mobile computing platforms, determining a current position of the mobile computing platform as said mobile computing platform is moved through the geographic region;

determining in which of said advertising areas the mobile computing platform is located; and

delivering to the mobile computing platform an advertising message associated with the advertising area in which the mobile computing platform is located.

21. The method of Claim 20 further comprising:

after the step of determining in which of said advertising areas the mobile computing platform is located, determining the advertising message associated with the advertising area.

22. The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message via a user interface of the mobile computing platform.

23. The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message audibly via the mobile computing platform.

24. The method of Claim 21 further comprising:

after the step of delivering, providing the advertising message visually via the mobile computing platform.

25. A method of delivering location-based warnings to users of computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

determining in which of a plurality of zones into which the geographic region is divided the mobile computing platform is located; and

providing a user of the mobile computing platform with a warning message associated with said zone.

26. The method of Claim 25 wherein said warning message relates to an adverse weather condition.

27. The method of Claim 25 wherein said warning message relates to traffic conditions in the zone.

28. A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

dynamically forming an advertising zone associated with the position of the mobile computing platform; and

providing the user with an advertising message associated with said advertising zone.